

Eligibility

Who needs a motor vehicle salesperson license?

You must be licensed if you want to be involved in the business of selling or leasing new or used motor vehicles in Wisconsin. (This includes sales managers, general managers, sales representatives, finance and insurance employees and the dealer if they are negotiating vehicle sales or leases, or approving any contracts.) No one is permitted to sell or lease a vehicle for a dealer without a salesperson license. The Dealer Section of the Division of Motor Vehicles (DMV) is responsible for licensing salespeople in Wisconsin.

Requirements for a salesperson license

General requirements for getting a license include that you:

- Are 18 years old
- Agree to act in good faith as a salesperson
- Are familiar with motor vehicle sales laws, lease laws and contract laws

How to become licensed for the first time

A written test is required for all first time applicants. Your employer should have the license application (MV2184) and manual. If they do not, you can get this information from any DMV Customer Service Center or the Dealer Section (608) 266-1425.

Have your employer sign your application. Bring the completed application to a DMV Customer Service Center to take the written test. No appointment is necessary, however, you will pay a test fee. After you pass the written test, you may begin selling or leasing motor vehicles. Your license will be processed by the Dealer Section and mailed to your employer.

If you do not pass the test, you will be allowed to retake the test after one day. All salesperson licenses expire when the employer's dealer license expires. Keep your license in your possession whenever you are selling or leasing vehicles.

Dealership groups

Salespeople who are licensed at one dealership in a "dealership group" may, at the discretion of the dealer, work at any other dealership in the group without having a separate license for each dealership. "Dealership group" means two or more licensed dealership locations that share the same majority ownership. We suggest applying for the license for the location where you will work most often.

Renewing your license

A written test is not required for renewal. Your employer is responsible for renewing your license and will submit the necessary fee to the Dealer Section. Your renewed license will be mailed to your employer.

Duplicate salesperson licenses

If your salesperson license is lost or destroyed, your employer should complete a Salesperson Application (MV2184) for a duplicate license. Mail the application to the Dealer Section.

Changing employing dealerships

During the licensing period you may change employing dealerships. If you wish to transfer your license to a new employer, do the following:

- Give your license to your former employer
- Complete an MV2184 Salesperson Application

Your new employer will submit the license application to the Dealer Section. If your license had not expired before the transfer, your new license will expire when your new employer's dealer license expires.

Terminating employment

When you terminate employment as a salesperson, you must give your license to your employer before you leave.

Lapsed licenses

If your Wisconsin license expired more than five years ago, you will need to take the written test again. The application and fee are the same as for first time applicants.

Criminal convictions

Under most circumstances you may be licensed even if you have been convicted of a crime. The Dealer Section will investigate convictions for any crime related to motor vehicles or fraud before either approving or denying a license.

Denials and appeals

If your application for a motor vehicle salesperson license is denied, you may appeal to the Division of Hearings and Appeals. If your application is denied, you will receive a denial letter which contains the reason for the denial and instructions for appeal.